
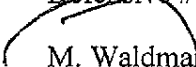


DraftDirectWorldwide

Memorandum

Date July 8, 1997
To Lauren Steen
From  Rachel Shapiro
Subject Defensive #4 Revised Comp
cc:  M. Waldman, R. Stokes

Attached please find the revised Defensive #4 comp. The following changes have been incorporated, per your request:

- Front panel of the coupon/orderform is used as the premium sell piece
- Inside panels consist of the orderform and survey

Please also note the following:

- Orderform/survey panels will be two color to decrease total cost of the piece
- Both the two and three panel brochures have been included for a decision based on warning box placement
- The coupon/orderform will be duplex lasered
- All past defensive programs mailed with an RE therefore a determination can not be made as to response differentiation
- OE address side will be PMS blue to reduce plate change costs

Regarding costs:

OE	\$ 22,950
RE (2/c)	\$ 7,230
2 panel brochure	\$ 18,000
3 panel coupon/orderform	\$ 18,500
Prep/film	\$ 25,000
<u>Lettershop</u>	<u>\$ 24,000</u>
	\$115,680
Total program cost:	\$250,313

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Let's discuss in detail this afternoon. Please provide approval by *Thursday*, July 10. As always, feel free to call me with any additional questions.

Thanks.

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